

U.S. Hispanics Market Breakdown: 5 Segments to Keep an Eye On for Your Marketing Strategy

Presented by: Colibri Content



Table of Contents

1. Introducing **U.S. Hispanics**
2. The Different **Segments of U.S. Hispanics**
- 3 How to Create a **Marketing Strategy** with U.S. Hispanic Segments in Mind
4. The Danger of **One-Size-Fits-All** Strategies
5. Colibri: Reach a New Market & **Get It Right the First Time**

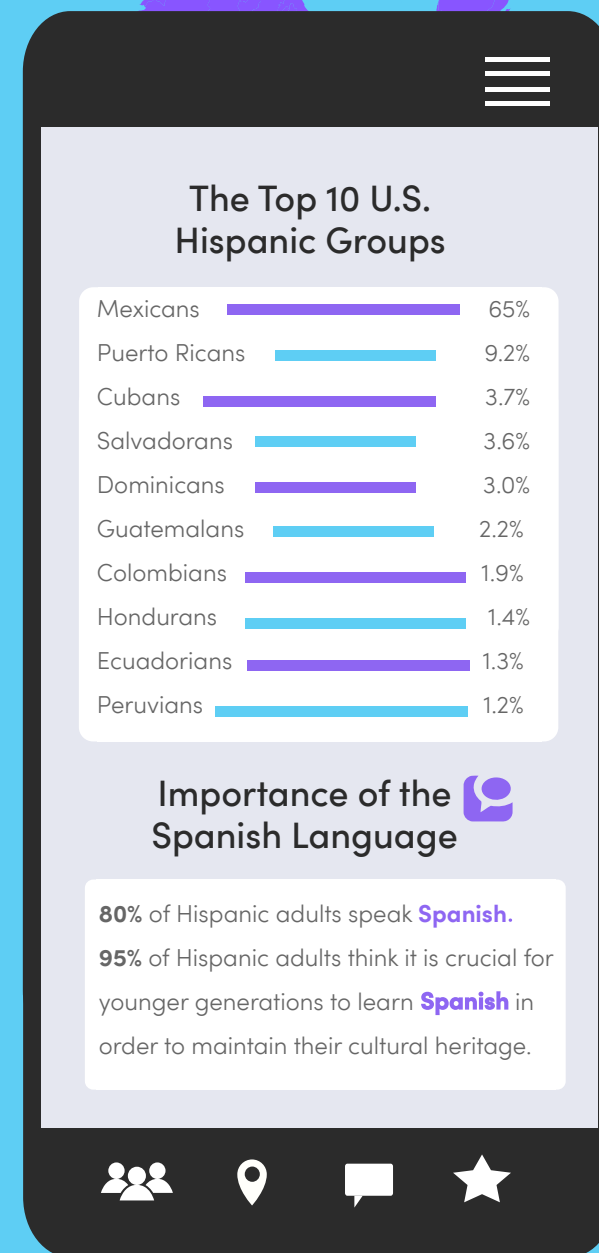
1 | Introducing U.S. Hispanics

Who Are U.S. Hispanics?

The U.S. Hispanic market is a growing demographic in the U.S. that consists of people that descend from Spanish-speaking populations. They share a common language, colonial history, and frequently a Catholic heritage.

The majority of U.S. Hispanics are from Mexico, followed by Puerto Rico and Cuba. Every Hispanic country has a unique history, demographic make-up, and regional dialect.

*People of Latin American descent (Latinos) that do NOT speak Spanish are NOT considered Hispanic (e.g. Brazilians).



U.S. Hispanics Will Total 62.3 Million By 2020

The U.S. Hispanic population is growing quickly. By 2060, the U.S. Census Bureau predicts that the Hispanic population will hit 111 million.

Projected U.S. Hispanic Population Growth 2020-2060

U.S. Census Bureau



Hispanic Content Consumption Trends Are Unique

U.S. Hispanics enjoy interacting with brands much more than the average American consumer. With Hispanic buying power on track to hit \$1.8 trillion by 2021, companies have starting asking themselves, *"Do our current digital marketing strategies reflect these unique content consumption patterns?"*

THAT'S 20 POINTS
ABOVE AVERAGE!

66%
ACTIVELY
PAY ATTENTION
TO ADS
ONLINE

50%
PARTICIPATE IN
ONLINE
DISCUSSIONS
ABOUT BRANDS

88%
PAY ATTENTION
TO ADS WITH
CULTURAL
ELEMENTS

AND 41% FEEL MORE
FAVORABLE
TOWARDS
THOSE BRANDS!

COLIBRI

Sources: Nielsen & Google Analytics

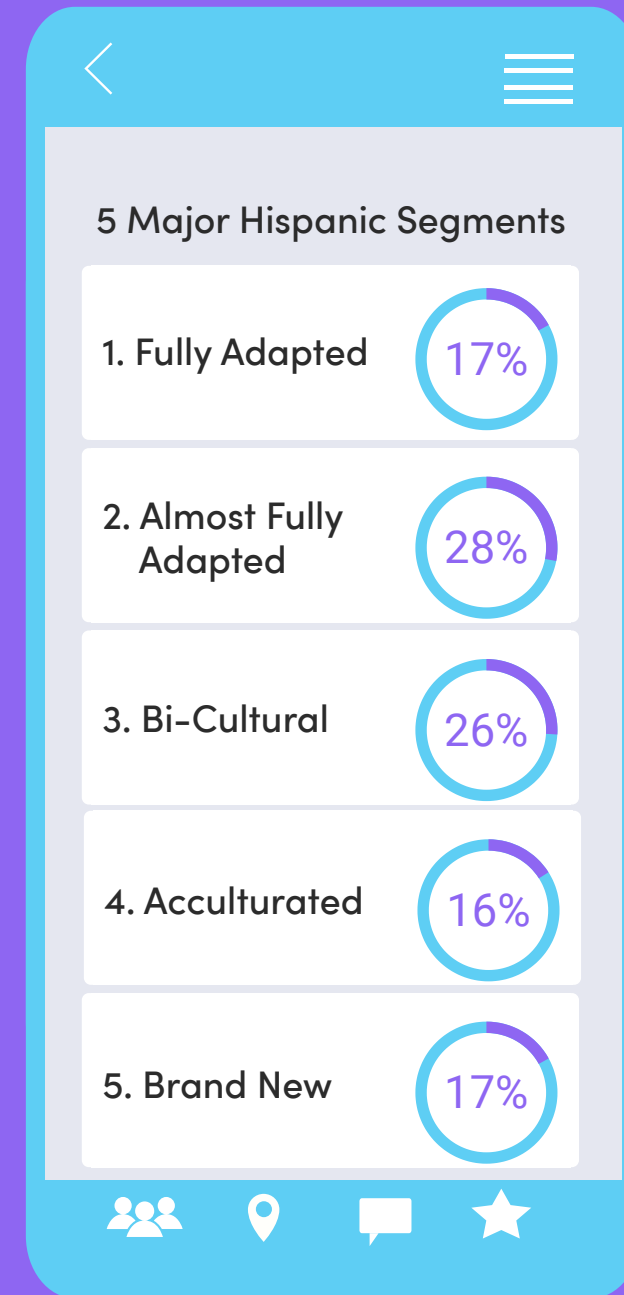
2 | The Different Segments of U.S. Hispanics

5 Different Segments of U.S. Hispanics

Not only do U.S. Hispanics vary by country of origin and generation, they also vary by stages of "cultural assimilation". This ranges from "brand new" to "fully adapted".

Why does this matter?

Each segment has different content consumption preferences. In order to effectively engage your target audiences online, you must first know into which segment(s) they fall.





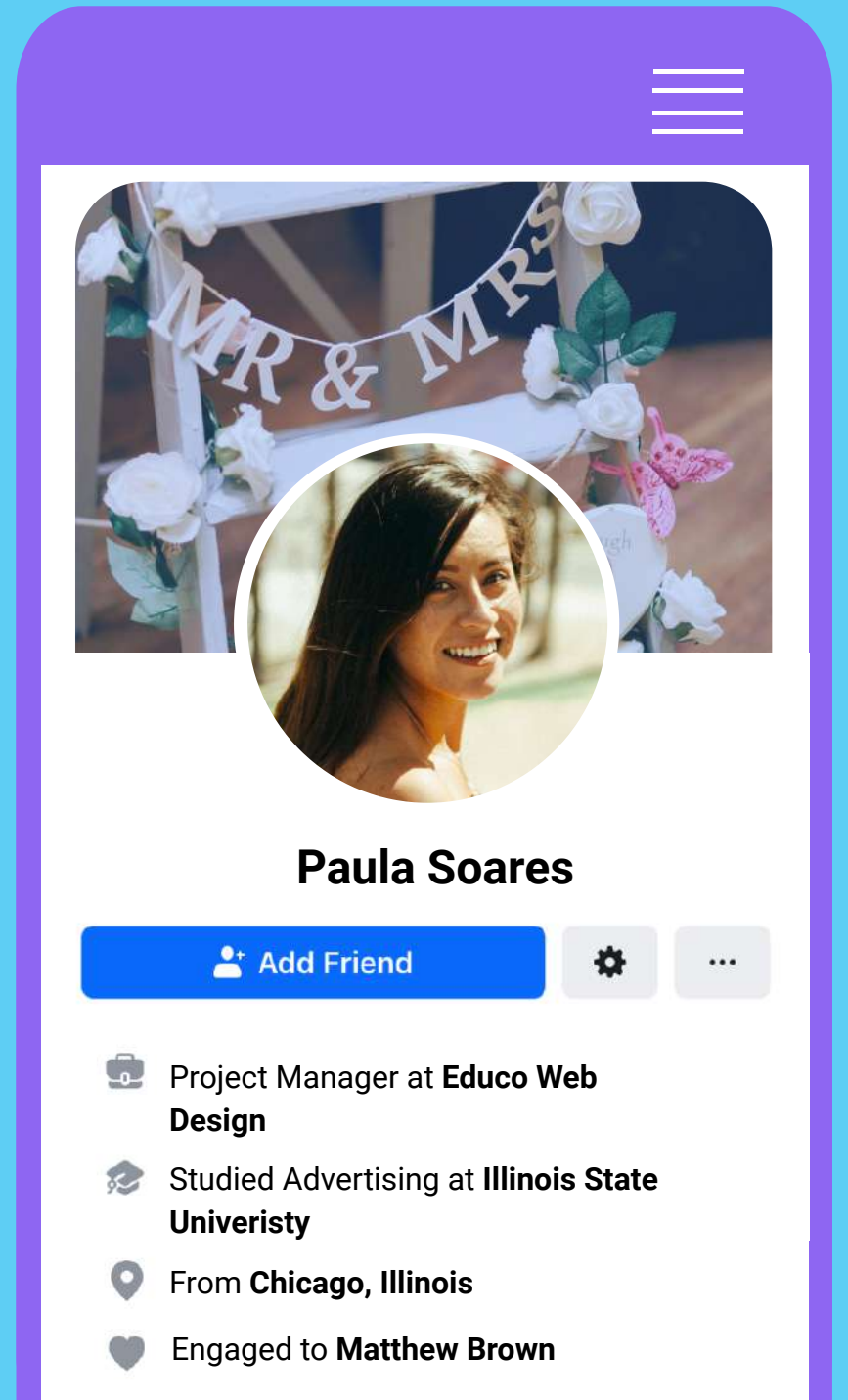
1. Fully Adapted

Meet Paula Soares, a 30-year old,
3rd generation Peruvian from Chicago, IL.



- ✓ English Language Dominance (Nearly No Spanish)
- ✓ Few Hispanic Cultural Practices at Home
- ✓ Born to at Least One Hispanic American Parent Already Living in the U.S.

Due to a lack of proximity to Latin America or mixed culture marriages, this segment finds themselves contently disconnected from their Hispanic origins.





How to Engage Fully Adapted Hispanics



Fully adapted Hispanics can relate to each other in the fact that they don't fit into the Latino community 100%. They often bond over their inability to understand Spanish.



When You Feel Like You Aren't Latino Enough
50,220 views

Pero Like • Published on Jun 26, 2019

SUBSCRIBE 1.1M

Jacqueline Moreno 3 weeks ago
I get this all the time 😊 I get criticized for not speaking Spanish and im not Latina enough. This video is very beautiful. 🇺🇸
454 likes · 1 reply · View 20 replies

Marissa Mata 3 weeks ago (edited)
Who's been called "white washed" ? 🤔🤔
239 likes · 1 reply · View 25 replies

Stephen Garcia 3 weeks ago
Gosh dang, this hits so freaking close to home.
321 likes · 1 reply · View 25 replies

Alexa Perez 3 weeks ago
I love these videos about being a Latina. I am Mexican-American but I dont know how to speak Spanish fluently. It is really hard, but these videos always help me!
236 likes · 1 reply · View 8 replies



Struggles Of Learning Spanish

Pero Like • 312K views • 1 year ago

Hablas español? What are some of your Spanish struggles??
BUZZFEED: ...





2. Almost Fully Adapted

Meet Crysta Marquez, a 23-year-old,
2nd generation Mexican from Dallas, Texas.







- ✓ English Language Dominance (Some Spanish)
- ✓ Limited Hispanic Cultural Practices at Home
- ✓ Understands Hispanic Grandma and Some Novelas


The second and third children born into bicultural families almost always become fully adapted and will communicate with siblings solely in English.





Crysta Marquez



 Manager at **JCPenney**

 Studied Business at **El Centro Community College**

 From **Dallas, Texas**

 In a relationship with **Pedro Garcia**



How to Engage Almost Fully Adapted Hispanics

Almost fully adapted Hispanics are interested in the integration and mutual success of their two cultures in the U.S. They mostly consume content in English but often understand Spanglish.

SEE WHAT
THEY'RE
SAYING!



Andres Cediell @andresacediel · 23 Jun 2018
Accents on Jerseys! Incredible that the Major League Baseball was ahead of the Mexican national team on this one. [#ponleacento](#)

Yvonne Carrasco @yvonnecarrasco · 13 Oct 2018
I love that @45PedroMartinez throws Spanish into the @TBSNetwork postgame show! 🤔 [#postseason](#) [#ponleacento](#)

J @GabyJuarez · 25 Jun 2018
[#WorldCup](#) Soccer's Spanish Accent Mark: For 🇮🇹 & @nytimes Editor: It's a Win-Win [nyti.ms/2li0vzv](#) Felicidades @apchavira, sigue representando! 🙌🙌🙌 [#latinos](#) [#ponleacento](#)

(English) Congrats @apchavira, keep representing!


3. Bicultural


Meet Juan Pablo Ortiz, a 26-year old,
1st generation Colombian from Weston, FL.






- ✓ Easily Fits in Both U.S. & Hispanic Cultures
- ✓ Bilingual or Nearly Bilingual (Spanish at Home)
- ✓ Hispanic Cultural Practices Very Prevalent
- ✓ Typically 1st Generation Born in U.S. or Immigrated as a Child


Many bicultural Hispanics were born in LATAM and immigrated to the U.S. at a young age. They use their native language at home, enjoy eating their traditional foods, & understand cultural references from both countries.








Juan Pablo Ortiz



 Engineer at **Biscayne Engineering Solutions Inc**

 Studied Engineering at **Univeristy of Florida**

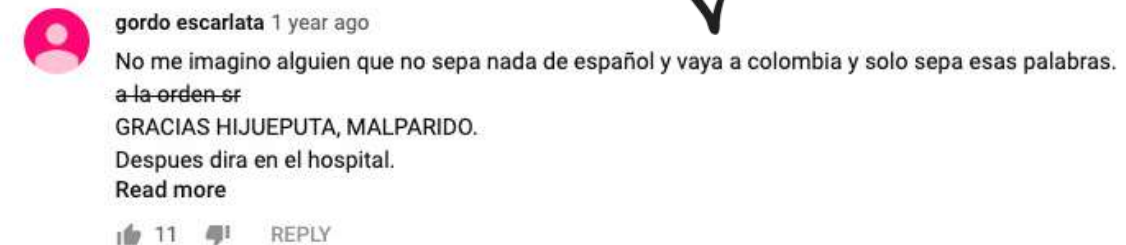
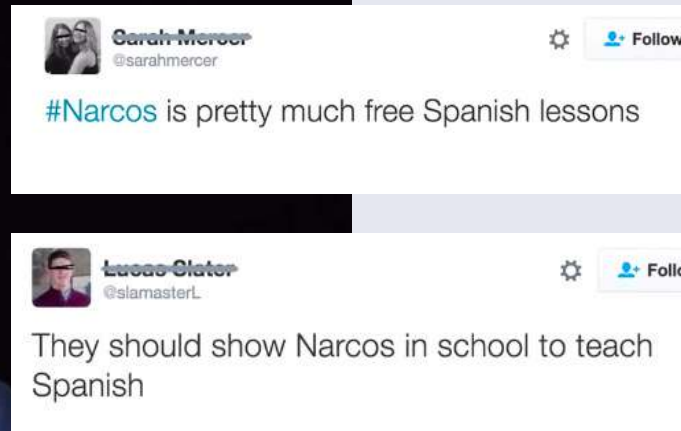
 From **Bogotá, Colombia**

 It's complicated

How to Engage Bicultural Hispanics

Bicultural Hispanics feel equally competent in both identities and feel favorable toward brands who make the effort to authentically market to them. However, they easily see through ads that are overly homogenous, attempt to pander, or that shed an offensive light on Latin America, like Netflix's attempt to teach Spanish curse words. (And it didn't help that the actor is Brazilian.)

HERE'S WHAT
BICULTURALS
ARE SAYING!



(English) I can't imagine someone who doesn't know anything about Spanish going to Colombia only knowing these words. (Imaginary Dialogue) At your service – THANK YOU, SON OF A **** Then he'll be saying it in the hospital.



(English) The dictionary of the royal insults. (Alluding to the royal dictionary of the *Real Academia Española*, the ultimate reference for the Spanish language.)

(English) Sad.



4. Acculturated

Meet Claudia Rodriguez, a 47-year-old, Cuban mom now claiming Miami, FL as home.



- ✓ Spanish Language Dominance (Some English)
- ✓ Predominant Hispanic Cultural Practices
- ✓ Generally Been in the U.S. for 10+ Years

Many acculturated Hispanics move to the U.S. with their children for more opportunity. They are industrious, often religious, and prefer consuming content in Spanish.

Claudia Rodriguez

Add Friend

Self-employed

Went to **ESBU Orlando Fernández**

From **Miami, Florida**

Married to **Andres Rodriguez**



How to Engage Acculturated Hispanics

Acculturated Hispanics generally prefer to consume content in Spanish and like to see a representation of their culture in ads. Many actively use Spanglish and would react positively to a mix of both languages in ads.

SEE HOW
COMPANIES
EMBRACE THIS
SEGMENT!



El Secreto de mi Perfume Unstoppables | Downy®

529,554 views

LIKE DISLIKE

(English) My Unstoppables Perfume Secret | Downy



(English) Refresh yourself.

**There is a clever play on words here. The word "te" is a reflexive pronoun meaning "yourself", but it also means "tea". Touché, McDonald's.





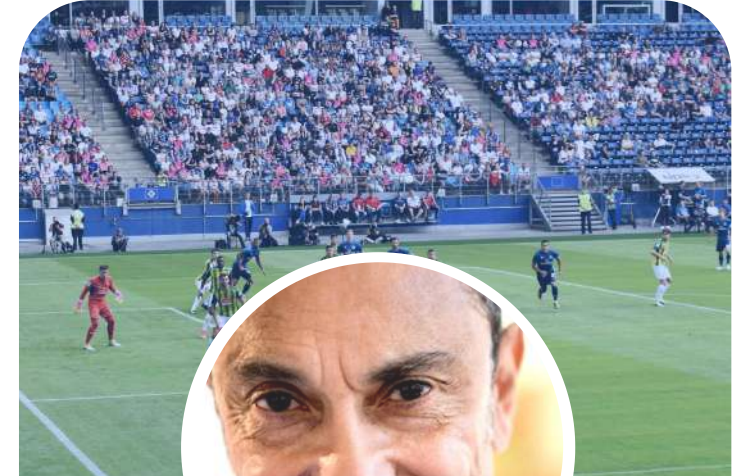
5. Brand New

Meet Hector Hernandez, a 40-year-old father born in Mexico living in Modesto, CA.



- ✓ Spanish Language Dominance (Little to No English)
- ✓ Primarily Hispanic Cultural Practices
- ✓ Recent U.S. Immigration Status (Less Than 10 Years)

New Hispanics often move to the U.S. for opportunity or to escape violence and political unrest, as is the case of Honduras and Venezuela. They always consume content in Spanish.



Hector Hernandez

+ Add Friend



Works at **David Miller Orchard Farming**



Studied Administración at **Universidad Autónoma de Guadalajara**



From **Guadalajara, Jalisco**



Married to **Maria Hernandez**



How to Engage Brand New Hispanics

New Hispanics almost always prefer to consume content in Spanish. They are very price-sensitive so evoking the value of saving money is a good way to interact with them.

SEE WHAT
THEY'RE
SAYING!

TransferWise

Español ▼ Empresas Solicitar pago Ayuda Inicio

LA NUEVA FORMA DE GANARLE LA PARTIDA AL BANCO

Los bancos podrían cobrar hasta un 5% en comisiones ocultas cuando envías dinero al extranjero. TransferWise es hasta 8 veces más barato. Es lo justo. [Lee más](#)

Tú envías 1.000

Beneficiario recibe 898,55

Tipo de cambio real garantizado: 0,903 Comisión (Incluida): €

[¿Cómo funciona TransferWise?](#)

Empieza

(English) The new way to beat the bank at the game.

**TransferWise not only touches on how Hispanic users can save money on bank fees but also does it with flare by using a soccer reference, a cultural fan favorite. Win-win.

Dr. Ricky Alta @iRicky8alta · 20 mar.

En respuesta a @epigmenioibarra @AristeguiOnline

Millones de Mexico@nos desde el extranjero mandan dinero a **México** via Coppel Don Ibarra. Hay un mejor servicio: **TransferWise** App. Paga mejor el dólar, los usuarios lo mandan desde su celular y directo a cuenta bancarias.

(English) Millions of Mexicans send money to Mexico from abroad via Coppel Don Ibarra. There is a better service: TransferWise App. It pays a better rate, users send it straight from their cellphones and it goes directly to bank accounts.

Omar Corona @Omar12346459 · 11 oct. 2018

En respuesta a @Bitso

Solo como dato:
Mandar USD a MXN por **Transferwise** cuesta como 0.85% total de comision.
Hacer todo el movimiento desde Coinbase USA a Bitso **México**, costaria en promedio 5.5%

(English) Here's a fact: Sending USD to Mexican pesos via Transferwise costs around 0.85% in total commission. Doing the whole transfer from Coinbase USA to Bitso Mexico would cost on average 5.5%.

3

How to Create a Marketing Strategy with **U.S. Hispanic Segments** In Mind: 5 Easy Steps



Step 1: Ask Yourself...

Example:
TransferWise

TransferWise is an online service that helps people send money overseas with better rates and less commission fees.

Is your product/service valuable to the U.S. Hispanic market?

Ex. TransferWise helps Hispanic families send money to their families overseas. Yes.



Step 2: Ask Yourself...

Example:
7 TransferWise

**What pain points of these segments
does your product solve?**

Ex. Easily send money back home without
the hassle. Save money in the process.



Step 3: Ask Yourself...

Example:
7 TransferWise

**Which segment(s) fit(s)
your buyer persona?**

Ex. Acculturated & Brand New Hispanics sending money back to their families in LATAM.



Step 4: Ask Yourself...

Example:
TransferWise

What data/research exists to validate your Hispanic market's pain points?

Ex. Identify their search intent by finding the questions they ask in search engines in Spanish & English. Find out what they say about the subject when interacting online (Facebook, Twitter, Quora, etc).



Total volume **2,000**

Average difficulty **0.49%**

Export

Add to Keyword Analyzer

Keyword

Volume

Trend

KD

CPC

Com.

SERP Feat.

Re

como hacer una transferencia bancaria

170

48.75

2.44

0.2

4

hacer transferencia cuenta rut

90

n/a

0

0

n/a

como hacer transferencias bancarias scotiabank

70

n/a

0

0

n/a

como hacer transferencias de bancomer

70

n/a

0

0

n/a

como hacer transferencias en banorte por internet

50

n/a

0

0

n/a

¿Cómo puedo transferir dólares de USA a México sin pagar impuestos?

1 respuesta

Francisco Morita, trabaja en General Motors (desde 2016)

Contestado 25/9/2018

puedes transferir dinero usando xoom o transferwise cobran mucho menos que los bancos y tienen mejor tipo de cambio.

XOOM:

lo malo: tipo de cambio mas bajo que transferwise





Step 5: Ask Yourself...

Example:
7 TransferWise

What kind of online marketing plan will best address their pain points and bring them value?

Ex. Create resources that answer their questions as it relates back to your service. Show that you can be trusted through your content. Keep in mind that many segments, especially older ones, tend to distrust brands given their cultural backgrounds and experiences.

4

The Danger of
One-Size-Fits-All
Strategies



The Danger of **One-Size-Fits-All** Strategies

Not all U.S. Hispanics fit into one segment or into one strategy. Marketing to U.S. Hispanics should be approached with attention to diversity and respect for the values within the Hispanic heritage.

These 5 segments do not define all U.S. Hispanics and should only be used to help *shape* an online marketing plan for this unique audience.

Your business is unique, too. As segments shift and new data is revealed, it is important to speak to US Hispanic Marketing Strategists to develop a marketing plan that successfully communicates your value proposition to U.S. Hispanics.

5

COLIBRI

Get It Right

The First Time

Reach New Markets & Get It Right the First Time with Colibri

Is your company prepared for the U.S. Hispanic market to double in the next 40 years?

Create an online marketing plan to reach your U.S. Hispanic market with Colibri. Let us be your cultural liaison so you can confidently market to your diverse audiences.



**HEY, DOWN
HERE! LET'S
CONNECT!**



COLIBRI

Madi Canonigo
Lead LATAM Digital Strategist
madi@colibricontent.com
+1 (305) 922-3990